



# Sedona Fire District

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**9/11 MEMORIAL COMMITTEE MEETING**  
**Station #6 – Chapel Area – Sedona – Conference Room**  
**Monday, April 11, 2016 / 2:00 PM**

~ MINUTES ~

**Committee Members:** Chairman Scott Jablow; Dennis Burke; David Soto; Wendy Tanzer; Tricia Greer  
**Others Present:** Fire Chief Kris Kazian

Committee Chairman Scott Jablow opened the meeting at 2:04 PM.

**I. DISCUSSION/POSSIBLE ACTION: Approval of 4/6/16 Minutes**

Mr. Soto moved to approve the 4/6/16 Minutes; Mr. Burke seconded; it was unanimously approved.

**II. DISCUSSION/POSSIBLE ACTION: Appointment of Wendy Tanzer and/or Kyle Jablow to 9/11 Committee**

Mr. Soto moved to appoint Wendy Tanzer and Kyle Jablow to the 9/11 Committee; Mr. Burke seconded, and the motion was unanimously approved.

**III. DISCUSSION/POSSIBLE ACTION: Request for Proposals – Memorial Construction**

Chief Kazian informed the Committee that SFD was going to use a standard bid process, which has now been opened to contractors. He talked with SFD's attorney and architects and decided it was not wise to limit the bidders. The Bid documents are on our SFD website.

**IV. DISCUSSION/POSSIBLE ACTION: Sedona 9/11 Website and Electronic Fundraising**

Finance sent all the data to PayPal and is now waiting to hear back from them.

**V. DISCUSSION/POSSIBLE ACTION: Update of Fundraising Efforts and Upcoming Events**

Mr. Soto announced that at yesterday's event at PJ's Pub, we collected \$1,112 in cash with about \$1,000 more coming in from PJ's for the food and beverages sold.

Scott Jablow decided to begin acknowledging donors on the 9/11 Memorial Facebook page. He will also post about the PJ event with a picture of the girder on the trailer with the extinguisher collection box.

Mrs. Tanzer wants to post an article in The Villager and the deadline is 4/20/16; it will be sent using Mr. Jablow's SFD email, as the Chairman. Mr. Soto asked about donors who previously donated, but were not acknowledged on-line; Mr. Jablow said although they were not previously doing the Facebook acknowledgements, he would make sure to post previous donors.

Mr. Soto said we do not want to overstep our bounds, but the owner of PJ's might be willing to repeat an event in August or September. Mr. Jablow said Jake Weber is willing to allow us to display the girder and seek donations at Weber's IGA in the Village, and also, Bashas' might allow us to display the girder and hand out flyers. Chief Kazian said we could also consider doing an event at another local restaurant – just asking them to give a portion of the dinner proceeds, which is much easier than planning a gala.

Mr. Soto announced he has another \$800 in silent auction items coming in for the SoundBites gala; he met with the owners – Steve and Michelle – this morning, and they are concerned that they have received

no reservations. Mr. Soto said the bottom line is we do not have enough participants to continue on Saturday, and have decided to postpone this for one to two months and in doing so, we will re-structure the manner we advertise it, and the type of event from a gala to a plated dinner at \$50 to \$75 dollars, silent auction, and music. Mr. Soto said SoundBites could either be set for July or use the suggested date in June for the Vino di Sedona event; Mrs. Tanzer discouraged that. Mr. Jablow talked to Kyle Larsen and the gala was not listed in the *Red Rock News*, and Mr. Soto notified the Chamber of Commerce, as well, that it may be canceled and it was not mentioned in their newsletter. Mr. Jablow also posted on Facebook that the event is postponed. Mrs. Tanzer expressed her willingness to work with Mr. Soto on the postponed Sound Bites event; they will report back to the committee.

Chief Kazian thanked Mr. Soto for all the hard work he put into this gala event, mostly by himself, and thinks we need a committee to help him to make the postponed event successful, and lowering the price point will help immensely. Mrs. Tanzer believes it would be a mistake to wait until we know the projected amount of the construction project before sending a solicitation letter.

Mrs. Tanzer recommended sending email invitations and to inundate the media about the Vino di Sedona winetasting in June to get more participation.

## **VI. DISCUSSION/POSSIBLE ACTION: Other Fundraising Ideas and Resources**

He said our Firefighter labor group has been wanting to do a Firefighter Charity Ball, and maybe we could partner with Local 3690 or its charity group to benefit from this. This would be a public Firefighter Charity Ball, not just for Firefighters. The labor group may help, but charities might want some of the funds. However, this event would be closer to the 9/11/16 date, which does not help fundraising.

We received the database lists of locals, and Mr. Jablow created mailing labels for them. Mrs. Tanzer drafted three letters – a pre-bid, solicitation, and post-bid letter with letters/articles for the media. Ms. Greer will create a solicitation letter out of Ms. Tanzer’s draft for the mail-out campaign. Chief Kazian quickly reviewed the letters and made a couple of suggestions for improvement. He said although the committee itself cannot approve expenditures of large amounts, as a Fire Board Member, Mr. Soto could sign purchase orders for up to \$10,000 to expend funds for solicitation expenses. Ms. Tanzer also has a list of contacts that donated to previous Fire Board campaigns, which she feels is a “targeted audience”. The committee must keep in mind the databases are out of date and some individuals may have moved. Mr. Jablow reminded us that he received a quote of \$1,700 from a professional printer to print, stuff, and mail 1,000 letters. Mr. Jablow has an app that prints labels through Excel from a database, which would save money. Ms. Greer will post for a Workshop so the committee can work together to get the mailing out. Chief Kazian said we could print out the 1,100 solicitation letters at the SFD office and purchase the return labels and print those in color.

Mr. Jablow is meeting with Jennifer Wesselhoff of the Chamber of Commerce to get their contact list. He will purchase address labels, envelopes, and postage; he will ask a local printer if he would be willing to donate the donation return cards and small return envelopes. Ms. Greer will purchase and print out 1,100 color return address labels, as well as 1,100 solicitation letters.

## **VII. ADJOURNMENT**

The Workshop was scheduled for Tuesday, April 19<sup>th</sup> at 2:00 PM; the meeting adjourned at 3:45 PM.

Respectfully submitted:

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Tricia Greer, Recorder to 9/11 Committee